## Claims

1.A cord retainer apparatus, comprising: [c1] a first portion containing a first magnet, the first portion attachable to the cord; and a second portion containing one of a second magnet and a ferrous member, the second portion attachable to the cord; the first portion and second portion connectable to each other via magnetic attraction between the first magnet and one of the second magnet and the ferrous member. 2. The apparatus of claim 1, wherein the first portion has a body and a retaining [c2] member; the body and the retaining member cooperating to contain the first magnet. 3. The apparatus of claim 2, wherein the body and the retaining member are [c3] connected by a hook that mates to a ledge. 4. The apparatus of claim 2, wherein the body and the retaining member are [c4] connected by a pin that mates with a hole. 5. The apparatus of claim 2, wherein the body and the retaining member are [c5] connected by a first thread on the body and a second thread on the retaining member. 6. The apparatus of claim 2, wherein an adhesive connects the body and the [c6] retaining member. 7. The apparatus of claim 2, wherein the first portion is attachable to the cord [c7] via a clip formed in the body. 8. The apparatus of claim 7, wherein the clip has at least one retaining tab. [c8] 9. The apparatus of claim 1, wherein the first portion is attachable to the cord [c9] via a clip. 10. The apparatus of claim 9, wherein the clip has at least one retaining tab. [c10]

11. The apparatus of claim 9, wherein the clip is metal. [c11] 12. The apparatus of claim 9, wherein a spring biases the clip towards a closed [c12] position. 13. The apparatus of claim 1, wherein the ferrous member has a raised area [c13]extending above a rim and the first portion has one of an indentation and an aperture arranged to accept the raised area. 14. The apparatus of claim 1, wherein the first magnet has a raised area [c14]extending above a rim and the first portion has one of an indentation and an aperture arranged to accept the raised area. 15. The apparatus of claim 1, wherein one of the first portion and the second [c15] portion has an adhesive mounting surface instead of being attachable to the cord. 16. The apparatus of claim 1, wherein the first portion and the second portion [c16] advance into a connected position in a direction parallel to a magnetic field of the first magnet. 17.A cord retainer apparatus, comprising: [c17]a first clip and a second clip, the first clip and the second clip arranged to be attachable to the cord; the first clip and the second clip connectable together via magnetic force. 18. The apparatus of claim 17, wherein the first clip has a magnet and the [c18] second clip has a ferrous member. 19. The apparatus of claim 17, wherein the ferrous member has a raised contact [c19]area and the first clip has a retaining member having one of an indented area and an aperture. 20. The apparatus of claim 17, wherein the raised contact area and one of the [c20] indented area and the aperture are arranged to mate together. The apparatus of claim 17 wherein the first clip and the second clip have [c21]

retaining tabs.